

What is claimed is:

1. A method for interactively providing information on a page, comprising,
 - providing at least one question on the page,
 - receiving at least one response based on the questions,
 - evaluating the responses against at least one predetermined criterion,
 - changing the information on the page based on the evaluation.
2. A method according to claim 1, wherein evaluating the responses against the predetermined criteria further comprises creating inferences based on the responses.
3. A method according to claim 1, wherein evaluating the responses against predetermined criteria further comprises,
 - converting the responses to at least one logical expression, and,
 - characterizing the information based on the logical expressions.
4. A method according to claim 1, wherein changing the information on the page based on the evaluation further comprises,
 - identifying product information,
 - extracting a subset of the identified product information based on the responses, and,
 - presenting the subset of information on the page.

6. A method according to claim 5, further comprising inputting the derived measures to a fuzzy logic engine.

7. A method according to claim 5, further comprising assigning a membership grade to the derived measures.

8. A method according to claim 1, wherein changing the information on the page further includes,

identifying product information, and,

weighting membership grades associated to the product information by a fuzzy logic engine.

9. A method according to claim 8, further comprising filtering the membership grades based on the responses.

10. A method according to claim 1, further comprising, identifying new information based on the responses.

11. A method according to claim 10, further comprising providing at least one additional page based on the new information.

12. A method according to claim 1, further comprising, based on the responses, combining membership grades from a fuzzy logic engine.

13. A method according to claim 12, wherein combining membership grades further comprises an intersect of membership grades.

14. A method according to claim 12, wherein combining membership grades further comprises a union of membership grades.

15. A method according to claim 1, further comprising identifying the responses as sequenced or non-sequenced.